



# SEBASTIAN SCHWEIGER

"Lets create memories, trigger nostalgia and celebrate life together"

## PROFILE

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24.03.1990  
SINGLE  
BRITISH / GERMAN  
SWISS C-PERMIT

DRIVING LICENSE  
A / B

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## LANGUAGES

- ENGLISH - Mother Tongue
- GERMAN - Advanced
- FRENCH - Advanced

## SKILLS

- ADVANCED EXCEL
- MICROSOFT OLAP
- POWER BI
- DATA ANALYTICS
- DATA VISUALISATION
- BUSINESS STRATEGY
- PYTHON (NOVICE)
- SQL (NOVICE)

## HOBBIES

Music & Audio  
Technology - Travelling  
Snowboarding - Motorbike  
Discovery - Friends  
Culture - Scuba Diving

## PROFESSIONAL EXPERIENCE

### TEAM LEADER SALES PLANNING @ SWATCH AG

2022 - 2025 / CH-Biel

- Team Management - 5 FTE's
- Watches, Jewellery, Accessories and Collateral/Merchandising Material - Planning, Production Orders and Point-Of-Sales(POS)/Distribution Centers(DC) replenishment
- Master Planning - Sales, Shipment and Production forecasting
- Product Launch Coordination - Global Communication, Market Allocations, Limited Edition Strategies and Low Stock Solutions
- Global Markets - Manage, Consult and Train all markets with respect to Sales Goals, Launch Requirements, Product information and Production Estimates.
- Data Analytics - Sales & Stock Performance, Pre- & Post- Launch Analyses, Supply Chain Seasonality, Yearly/Monthly Sales & Production Budgeting and KPI analytics
- Product Lifecycle - Phasing in & out of novelty collections / product lines, Core Collection optimisation, Sales Status and Product Lifespan management
- B2B International Project Management - Assisting markets with new product development and phased-out stock solutions
- Development/Implementation/Management of Sales Planning systems and reporting tools

### BRAND MANAGER AD INTERIM - MIDDLE EAST @ SWATCH AG

2024 / CH-Biel

- Identify new business opportunities for both retail and wholesale divisions
- Support Swatch HQ and local stakeholders with the opening / renovation / relocation of retail POS projects, and the preparation of their respective business plans, budgets, lease negotiations and contractor agreements
- Monitor both country and POS Profit & Loss statements, budgets, and forecasts
- Develop sales and operations strategies to optimise performance and maximize growth
- Provide leadership, guidance and oversight towards staff across the retail and wholesale divisions
- Implement the global product launch strategy across all sales channels in accordance with Swatch HQ directives, closely monitoring, and acting upon, sales & stock KPI's; at both market and POS levels
- Manage and maintain good business relationships with existing Swatch accounts and provide excellent customer service
- Evaluate Brand competition challenges and identify opportunities for growth
- Strengthen brand identity
- Supervise the proper use of merchandising materials

### REGIONAL ACCOUNT MANAGER @ SWATCH AG

2019 - 2022 / CH-Biel

- Responsible for sales & distribution activities in Asia & Eastern Europe
- Acts as primary bridge between Swatch HQ and local territories
- Identifies and evaluates new distribution opportunities in untapped markets
- Advises on the expansion and maintenance of Corporate Retail and Wholesale Points-Of-Sale; with a key focus on a healthy P&L and business practices
- Communicates and executes all Swatch HQ defined strategies within territories
- Establishes and implements action plans, to support markets with short & long term operations; generating success towards sales targets & budgets
- Performs regular market visits, acquiring and delivering first hand knowledge between Swatch HQ and its markets
- Strives for highest brand and product awareness, leading markets in the preparation, implementation and follow-up of local media plans and marketing budgets; in line with the global headquarter strategy
- Analyses local pricing activities, margin structures and financial health
- Monitors and advises on client orders (watches & collateral), stock levels and local sales performance

## **TERRITORY ACCOUNT MANAGER @ SWATCH AG**

2016 - 2019 / CH-Biel

- Responsible for sales & distribution activities in eastern Europe
- Lead local subsidiaries and distributors in developing and executing Business & Action Plans
- Analysed sales & stock strategies, KPI's and reporting tools
- Strengthened local retail and wholesale distribution channels while monitoring profitability
- Ensured correct variation of marketing activities and budget allocation
- Performed market visits, providing on-site support and training; strengthening

## **RETAIL SALES COORDINATOR @ SWATCH AG**

2014 - 2016 / CH-Biel

- Supported Regional Sales Manager Europe
- First point of contact for markets, coordinating requests within headquarters
- Developed and automated core sales & KPI reporting tools
- Controlled marketing expenses, product launches and sales performance
- Trained Sales Coordinators and Regional Sales Managers in Microsoft OLAP (Excel), Cube/Pivot table utilisation and advanced Excel formulas

## **SALES & PLANNING COORDINATOR @ SWATCH AG**

2013 - 2014 / CH-Biel

- Report & Analysis creation for Regional Sales Manager Europe
- Assisted Planning & Supply Chain Manager with worldwide merchandising and watch estimates before entering production
- Operated and improved new merchandising & product launch plan system
- Coordinated with internal departments, to ensure collateral projects were produced and delivered to ordering markets on time

## **EDUCATION**

### **ECOLE HOTELIERE DE LAUSANNE**

2008 - 2012 / CH-Lausanne

- Bachelor of Science in International Hospitality Management
- Concentration: Entrepreneurship